



Under Your Influence

How to protect your teen driver



The Issue

Motor vehicle crashes are the number one killer of teens

- 16 teen deaths per day = 6,000 teen deaths per year
- 300,000 teens injured per year
- Chronic public health issue



Teens: Attitudes, behaviors and misperceptions



Outside Influences

- 47% of teens say their friends are big influencers (2nd to parents)
- 44% say they frequently drive with friends in the car
- 47% say they would drive more safely if friends were not in the car
- 47% say they are distracted by other people in the car

Source: The Allstate Foundation



Outside Influences

- 67% of teens have felt unsafe when someone else was driving
- Yet only 45% said they “definitely” would speak up if someone they didn’t know very well was driving in a way that made them scared or uncomfortable
- 89% of teens say their parents are most influential in encouraging safer driving

Source: The Allstate Foundation



Parents: Attitudes, behaviors and misperceptions



Parent Survey Findings

Parents understand the severity of the teen driving issue, but many are misinformed about the main cause of teen-involved motor vehicle crashes.

- 59 percent of parents correctly identify automobile crashes as the No.1 killer of teens.
- Nearly half (49%) incorrectly believe that driving drunk is the main cause of teen crashes, when in reality driver error, speeding and distracted driving are the main causes.

Source: The Allstate Foundation



Parent Survey Findings

Parents place greater emphasis on talking with their teens about sex and drugs than safe driving at a young age, even though car crashes pose the greatest threat to their teens' safety.

- When their teens are 12 or younger:
 - 77 percent discuss the dangers of smoking.
 - 72 percent discuss the dangers of taking drugs.
 - 70 percent discuss peer pressure.
 - 51 percent discuss underage drinking.
 - 40 percent discuss drunk driving.
 - 32 percent discuss safe sex.
 - **27 percent discuss safe driving.**

Source: *The Allstate Foundation*



Parent Survey Findings

Not my teen” syndrome is common among parents.

- Less than one-third (31%) of parents say teens are good drivers, yet nearly nine in 10 (88%) trust their teens to drive safely.
- More than half (55%) believe if their teens got in a crash, it would be someone else’s fault.

Source: The Allstate Foundation



Parent Survey Findings

Overall, parents believe they are prepared to teach their teens how to drive, but most do not understand Graduated Driver Licensing (GDL) laws, which are proven to be highly effective in saving teen lives.

- 93 percent of parents feel prepared to teach their teens the rules of the road.
- 60 percent say they have never heard of or are only vaguely aware of GDL laws.

Source: The Allstate Foundation



Parent Survey Findings

Most parents allow their teens to drive in dangerous situations in the first few months after licensure.

- Nine in 10 (90%) parents say their teens have driven (or will be allowed to drive) after dark, even though teens are twice as likely to crash at night (9 p.m. to 6 a.m.) than during the day.
- 77 percent allow their teens to drive with friends, even though the chances of crashing increase in proportion to the number of passengers.
- 70 percent allow their teens to drive in bad weather (snow, rain, ice, etc.), even though they lack experience to navigate in the elements.

Source: The Allstate Foundation



Parent Survey Findings

Parents are influenced by other parents when it comes to parenting strategies.

- Nearly half (48%) say other, more lenient parents make it difficult to control their own teens' driving privileges.
- Nearly one-quarter (24%) have allowed their teens driving privileges against their own better judgment.
- While 60% of parents talk to their adult peers about teen driving, another 40% don't, which demonstrates an opportunity to raise awareness in peer groups.

Source: The Allstate Foundation



Parent Survey Findings

Parents believe they need to be good role models on the road, yet many parents admit to modeling “bad” driving behavior while driving with their teens.

- Nearly all parents (99%) say seeing good driving behavior from them and/or their teens' other parent is helpful in teaching their teens safe driving.
- 71 percent of parents have talked on a cell phone while driving with their teens.
- 26 percent have broken the law (running red light, speeding, illegal turn, etc.).
- 25 percent have been stopped for speeding or some other moving violation.
- 25 percent have been in a car crash.

Source: The Allstate Foundation



Parent Survey Findings

Parents agree on the seriousness of the issue but do not always agree on how to enforce their driving rules. In fact, when it comes to parenting their teens on driving, gender differences are present.

- Two in five (38%) parents say they often disagree with their teens' other parent about the best way to lay out the ground rules and the best way to enforce those rules.
- More dads (56%) than moms (42%) are affected by other more lenient parents.
- More dads (63%) than moms (49%) believe it would be someone else's fault if their teens were in a car crash.

Source: The Allstate Foundation



The Bottom Line

“As parents, we need to show our teens from an early age the importance of safe driving by modeling good behavior and treating driving as a privilege. Practicing what we preach, discussing the issue regularly with our teens and talking with our peers are simple actions parents can take that will go a long way in keeping our teens safe on the road.”

- Laurence Steinberg, Ph.D.

Parenting expert and The Allstate Foundation
Teen Driving Advisory Board member



Is Your Teen Ready to Drive?

Parents Should Ask Themselves:

- Does my teen show good judgment? Is he able to resist peer pressure when it comes to participating in risky or harmful behavior?
- Is he willing to follow not only state driving laws, but also the rules that you set and agree upon?
- Does he seem confident and comfortable when he is behind the wheel? Or does he seem excessively nervous or overly confident?
- Does he understand the concept of “safe” versus “good” driving?



Parent Guidelines

- **Set limits on the number of passengers in the car.**
- **Discourage driving with distractions.**
- **Limit driving during risky times and in bad weather.**
- **Make buckling up a habit.**
- **Make it clear that driving under the influence won't be tolerated.**
- **Be a good role model.**



Tips for Talking to Other Parents

- **Share your rules with other parents.**
- **Learn other parents' rules.**
- **Put it on the agenda.**
- **Host a local GDL forum.**
- **Discuss the consequences of poor driving.**
- **Share your coaching strategies.**
- **Join forces with other parents.**
- **Make a commitment to keep all teens safe.**



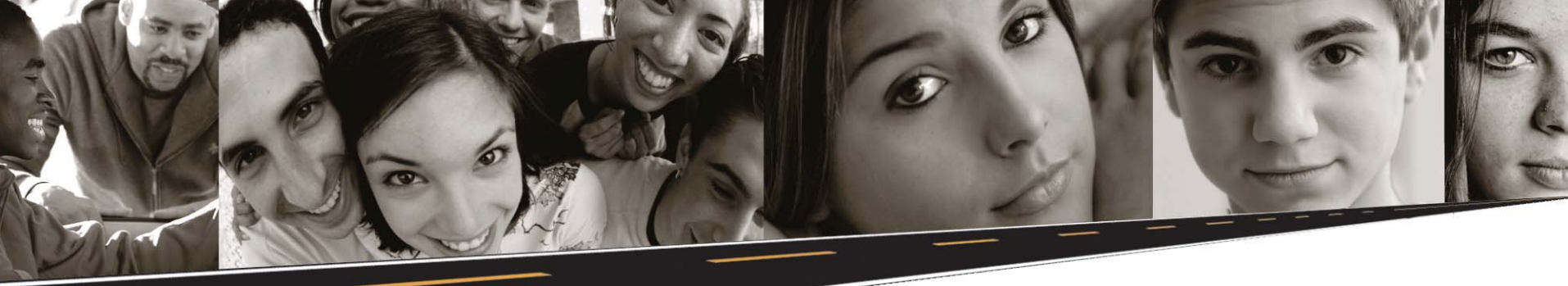
The Allstate Foundation Teen Driving Program

Goals

- To take a positive approach in addressing the number one killer of teens – motor vehicle crashes – by making smart driving socially acceptable.
- To empower teens and celebrate their driving experiences.

Components

- *Keep The Drive* – A Teen Smart Driving movement educates teens about the issue, impacts the way they think and act in the car, and empowers them to become smart driving activists in their schools and communities.
- *Community Outreach* – Includes surrounding teens with smart driving messages and involving key teen influencers, including parents, in reinforcing smart driving behaviors.
- *Thought Leadership and Advocacy* – Efforts are geared toward advancing the public's understanding of this issue and informing public policy decision makers.
- *Public Awareness* – Includes elevating teen driving as a chronic public health issue.



For More Information

www.ProtectTeenDrivers.com

email: teendrivingprogram@allstate.com